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Dated: September 24, 2007 Signature: Maureen Divito

(Maureen Divito)

Docket No.: 0081004.00167US2 (RSA-044)  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Ari JUELS Confirmation No.: 6866  
Application No.: 09/802,278 Art Unit: 3621  
Filed: March 8, 2001 Examiner: P. E. Elisca  
Title: TARGETED DELIVERY OF INFORMATIONAL CONTENT WITH  
PRIVACY PROTECTION

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO NON-FINAL OFFICE ACTION**

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated May 24, 2007, please reconsider the above-identified U.S. patent application in view of the following remarks:

**Remarks/Arguments** begin on page 2 of this paper.